AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (Currently Amended) [[A]] <u>An automated</u> method for aggregating and reporting customer feedback information <u>using a plurality of databases and a computer that includes a</u> <u>scorecard engine</u>, comprising:

conducting a survey by asking at least one survey question about at least one performance category associated with a survey subject to at least one survey participant;

collecting responses from the at least one survey participant in response to at least one survey question;

<u>automatically</u> determining performance scores <u>by the scorecard engine</u> for the at least one performance category;

<u>automatically</u> assembling feedback analysis information <u>by the scorecard engine,</u> wherein the feedback analysis information comprises the performance scores and performance comments for the at least one performance category from the at least one survey participant about the performance of the survey subject;

<u>automatically</u> querying a <u>coaching comment</u> database <u>by the scorecard engine</u> with the feedback analysis information associated with the survey subject and the at least one performance category for a coaching comment;

<u>automatically</u> determining a performance trend <u>by the scorecard engine</u> for the at least one performance category based on the performance comments;

automatically determining the coaching comment by the scorecard engine for the at least one performance category based on the feedback analysis information for the at least one performance category, the determined performance trend for the at least one performance category, and a comparison of the determined performance scores with performance scores for the at least one performance category for at least one second survey subject, wherein determining the coaching comment comprises selecting the coaching comment from a plurality of predefined coaching comments; and

automatically preparing a performance survey subject scorecard by the scorecard engine containing a performance score and coaching comment for the at least one performance category.

2. (Previously Presented) The method of Claim 1, wherein the survey subject scorecard further contains the performance comments received from the at least one survey participant for the at least one performance category.

3. (Previously Presented) The method of Claim 1, further comprising prior to determining performance scores for the at least one performance category, categorizing responses to the at least one survey question by survey subject and by the at least one performance category associated with the survey subject.

4. (Previously Presented) The method of Claim 3, wherein determining performance scores for the at least one performance category includes analyzing a set of survey responses collected from the at least one survey participant responsive to questions about the performance of the survey subject.

5. (Previously Presented) The method of Claim 4, further comprising comparing the performance scores for the at least one performance category with performance scores for the at least one performance category from a prior survey period.

6. (Previously Presented) The method of Claim 5, further comprising comparing the performance scores for the at least one performance category, the performance scores for the at least one performance category being associated with a group of survey subjects.

7. (Original) The method of Claim 1, further comprising forwarding the survey subject performance scorecard to a survey subject supervisor.

8. (Original) The method of Claim 7, further comprising posting the survey subject performance scorecard to an Internet-based web page.

9. (Currently Amended) The method of Claim 1, further comprising after collecting responses from the at least one survey participant participants in response to the at least one survey question, storing the responses in a survey results database.

10. (Previously Presented) The method of Claim 9, further comprising preparing a summary report for the survey subject containing responses to the at least one survey question from the at least one survey participant.

11. (Previously Presented) The method of Claim 10, further comprising forwarding the summary report to a survey subject supervisor.

12. (Currently Amended) The method of Claim 3, further comprising prior to categorizing responses to the at least one survey question by survey subject and by the at least one performance category associated with [[a]] the survey subject, querying a survey results database for responses for the at least one survey participant in response to the at least one survey question.

13. (Canceled)

14. (Previously Presented) The method of Claim 1, further comprising prior to conducting the survey by asking at least one survey question about the at least one performance category associated with the survey subject to the at least one survey participant, identifying the at least one survey participant.

15. (Previously Presented) The method of Claim 14, wherein identifying the at least one survey participant includes identifying a survey sampling group based on the survey subject about which the survey is to be conducted.

16. (Previously Presented) The method of Claim 14, further comprising obtaining contact information for the at least one survey participant.

17. (Previously Presented) The method of Claim 1, further comprising conducting a survey by live interview with the at least one survey participant.

18. (Previously Presented) The method of Claim 1, further comprising conducting the survey by interactive voice response session with the at least one survey participant.

19. (Previously Presented) The method of Claim 1, further comprising conducting the survey by Internet-based interview session with the at least one survey participant.

20. (Previously Presented) The method of Claim 1, further comprising conducting the survey via a survey kiosk with the at least one survey participant.

21. (Previously Presented) The method of Claim 1, wherein the survey subject is an employee.

22. (Previously Presented) The method of Claim 1, wherein the survey subject is a product.

23. (Previously Presented) The method of Claim 1, wherein the survey subject is a service.

24. (Currently Amended) [[A]] <u>An automated</u> method for creating a customer feedback performance scorecard <u>using a plurality of databases and a computer that includes a scorecard engine</u>, comprising:

surveying a group of survey participants regarding the performance of a survey subject in association with at least one performance category;

collecting responses from at least one survey participant;

based on at least one survey participant response, <u>automatically</u> determining performance scores <u>by the scorecard engine</u> for the at least one performance category;

<u>automatically</u> assembling feedback analysis information <u>by the scorecard engine</u>, wherein the feedback analysis information comprises the performance scores and performance comments for the at least one performance category from the at least one survey participant about the performance of the survey subject;

<u>automatically</u> querying a database <u>by the scorecard engine</u> with the feedback analysis information associated with the survey subject and the at least one performance category for a coaching comment:

<u>automatically</u> determining a performance trend <u>by the scorecard engine</u> for the at least one performance category based on the performance comments of the feedback analysis and performance comments associated with at least one prior survey regarding the survey subject;

<u>automatically</u> selecting a coaching comment <u>by the scorecard engine</u> for the at least one performance category from a plurality of predefined coaching comments based on the performance scores, the feedback analysis information, a comparison of the determined performance scores with performance scores for the at least one performance category for at least one second survey subject, and the determined performance trend; and

automatically preparing a performance survey subject scorecard by the scorecard engine containing a performance score and the selected coaching comment for the at least one performance category.

25. (Currently Amended) A system for creating a customer feedback performance scorecard, comprising:

a customer service research center operative to;

survey a group of survey participants regarding the performance of a survey subject in association with at least one performance category, and

collect responses from at least one survey participant; and

a computer system that includes a plurality of databases and a customer feedback performance scorecard engine operative to;

automatically determine performance scores for the at least one performance category based on survey participant responses stored in a survey results database,

automatically assemble feedback analysis information, wherein the feedback analysis information comprises the performance scores and performance comments for the at least one performance category from the at least one survey participant about the performance of the survey subject,

automatically query a coaching comments database with the feedback analysis information for coaching comments related to performance scores and performance comments,

automatically tailor a coaching comment for the at least one performance category based on the feedback analysis information, a comparison of the determined performance scores with performance scores for the at least one performance category for at least one second survey

subject, and a comparison of performance scores and assembled performance comments with performance scores and assembled performance comments associated with prior surveys, wherein tailoring the coaching comment comprises selecting he coaching comment from a plurality of predefined coaching comments,[[;]] and

<u>automatically</u> prepare a performance survey subject scorecard containing a performance score and coaching comment for the at least one performance category.